

Nowadays, and particularly in the past two years, creativity has ceased to be a dirty word and has again become a recognized means—perhaps the only one—of reaching people, of inspiring enthusiasm in them and convincing them. Mathematics and frequently debatable tests are again considered only as auxiliaries and are being replaced more and more by common sense, intuition and art.

The second creative wave, already predicted by a small group, is now under way. More and more advertising is called for that does not merely satisfy the ego of the salesman or the marketing strategist

but puts the consumer first. Advertising which doesn't talk down to the consumer, but with him. That doesn't use a sledgehammer to make a point, but argument and persuasion. That doesn't employ appalling artwork, but modesty and understanding, disciplined creativity and art.

Art is not a science, nor is advertising, which is instead the art of presentation and demonstration, but also of persuasion. And anybody who tells you anything else deserves neither your confidence nor your money.

Helmut Schmitz

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